Rep Order# 6858933 **Ver**# 1 **Status** New **Traffic Order**# 6858933 **EC'd** Yes

Printed: 09/27/2012 10:47 AM **Last Received:** 09/27/2012 10:20 AM

Rep Firm

Showing Buylines: All Lines

Station KTNV-TV LAS VEGAS, NV **Advertiser** () .PATRIOT MAJORITY

Product PATRIOT MAJORITY

Estimate# 1884

Buyer Sarah Levene

Phone# Fax# **Agency** () WATERFRONT STRATEGIES

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 84/91/1884 **Flight Dates** 09/27/2012 - 10/03/2012

Flight Dates Hiatus Weeks C 20007 Sa

Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY

1 of 4

Salesperson Phone# 215-567-6005 **Salesperson FAX**# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT TOTAL 74,700 PLS CONFIRM ASAP THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	F	5A-530A	ACTION NWS@5AM<	:30	\$450.00	09/28-09/28	1	1	1	\$450.00	
	2	F	3P-330P	MILLIONAIRE<	:30	\$500.00	09/28-09/28	1	1	1	\$500.00	
	3	F	330P-4P	ACTION NW@330P<	:30	\$500.00	09/28-09/28	1	1	1	\$500.00	
	4	F	530A-6A	ACTION NWS@5:30AM<	:30	\$650.00	09/28-09/28	1	1	1	\$650.00	
	5	F	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	09/28-09/28	1	1	1	\$650.00	
	6	F	4P-5P	JUDGE JUDY	:30	\$650.00	09/28-09/28	1	1	1	\$650.00	
	7	F	6A-7A	ACTION NWS@6AM<	:30	\$750.00	09/28-09/28	1	1	1	\$750.00	
	8	F	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	09/28-09/28	2	1	2	\$1,500.00	
	9	SA	8A-9A	ACTN NWS SA@8A	:30	\$750.00	09/29-09/29	1	1	1	\$750.00	
	10	F	730P-8P	MILLIONAIRE<	:30	\$850.00	09/28-09/28	1	1	1	\$850.00	
	11	F	1135P- 1205A	ABC-NITELINE<	:30	\$850.00	09/28-09/28	1	1	1	\$850.00	

6858933 **Ver#** 1 **Status** New **Traffic Order#** 6858933

Rep Order#

EC'd Yes

affic Order# 6858933 Printed:

Last Received:

Showing Paylings: Al

09/27/2012 10:47 AM 09/27/2012 10:20 AM 2 of

Showing Buylines: All Lines

KTNV-TV LAS VEGAS, NV) WATERFRONT STRATEGIES Rep Firm Station Agency) .PATRIOT MAJORITY 3050 K ST NW Sales Office (Advertiser) PHILADELPHIA WASHINGTON, DC 20007 **Product** PATRIOT MAJORITY Salesperson () ANJIE BRADY Estimate# 1884 Agency C/P1/P2/E 84/91/1884 **Buver** Sarah Levene Flight Dates 09/27/2012 - 10/03/2012 Salesperson Phone# 215-567-6005 Hiatus Weeks Phone# Salesperson FAX# 215-567-5938 Fax# LTProgram Len Dates Spots/Week # of Total Cost Ln Day Time Rate Total Daypart Weeks Spots _____ ____ 12 5P-530P ACTION NWS@5PM< :30 \$900.00 1 1 F 09/28-09/28 1 \$900.00 13 F 10A-11A VIEW-ABC< :30 \$1,000.00 09/28-09/28 1 1 1 \$1,000.00 1 1 14 F 6P-630P ACTION NWS@6PM< :30 \$1,000.00 09/28-09/28 \$1,000.00 15 630P-7P ACTION NWS@630< :30 1 1 \$1,100.00 \$1,100.00 09/28-09/28 16 SA 11P-1135P ACTION NWS@11P< :30 \$1,250.00 09/29-09/29 2 1 2 \$2,500.00 17 F 11P-1135P ACTION NEWS @ 11PM :30 \$1,750.00 09/28-09/28 1 1 1 \$1,750.00 18 529P-530P ACTION NEWS BREAK :30 \$2,000.00 09/28-09/28 1 1 1 \$2,000.00 Buyline Comment: ONLY 2 :30 SEC AVAIL 1 19 SU 9P-10P ONCE UPON A TIME :30 \$5,000.00 09/30-09/30 \$5,000.00 20 8P-10P :30 \$10,000.00 1 1 \$10,000.00 М DANCING WITH THE STARS 10/01-10/01 Buyline Comment: PRES DEBATE 10/22 21 TU 8P-10P DANCING WITH THE STARS RESULTS :30 \$12,500.00 10/02-10/02 1 1 1 \$12,500.00 Buyline Comment: PRES DEBATE 10/16 22 5A-530A ACTION NWS@5AM< :30 \$450.00 2 1 2 M-W10/01-10/03 \$900.00 2 1 2 23 3P-330P :30 \$500.00 10/01-10/03 \$1,000.00 M-WMILLIONAIRE< 1 2 24 M-W330P-4P ACTION NW@330P< :30 \$500.00 10/01-10/03 \$1,000.00 25 M-W530A-6A ACTION NWS@5:30AM< :30 \$650.00 10/01-10/03 1 1 1 \$650.00 26 11A-12P :30 \$650.00 10/01-10/03 3 1 3 \$1,950.00 M-WACTN NEWS@11AM<

EC	u ies	•			Showing Buylines: All Lines								
Pro	tion F vertiser duct mate#	CTNV-TV LAS VEGAS, NV ().PATRIOT MAJORITY PATRIOT MAJORITY 1884			Agency () WATERFRONT STRATEGIES 3050 K ST NW WASHINGTON, DC 20007 Agency C/P1/P2/E 84/91/1884				Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY				
Buyer Phone# Fax#		Sarah Levene			Flight Dates Hiatus Weeks	09/27/2012 - 10/03/2012			Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938		
LT 	Ln 	Day	Time	Program	_	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	27	M-W	4P-5P	JUDGE JUDY		:30	\$650.00	10/01-10/03	2	1	2	\$1,300.00	
	28	M-W	6A-7A	ACTION NWS@6AM<		:30	\$750.00	10/01-10/03	3	1	3	\$2,250.00	
	29	M-W	7A-9A	GD MRN AMR-ABC<		:30	\$750.00	10/01-10/03	6	1	6	\$4,500.00	
	30	M-W	730P-8P	MILLIONAIRE<		:30	\$850.00	10/01-10/03	2	1	2	\$1,700.00	
	31	M-W	1135P- 1205A	ABC-NITELINE<		:30	\$850.00	10/01-10/03	2	1	2	\$1,700.00	
	32	M-W	5P-530P	ACTION NWS@5PM<		:30	\$900.00	10/01-10/03	3	1	3	\$2,700.00	
	33	M-W	10A-11A	VIEW-ABC<		:30	\$1,000.00	10/01-10/03	2	1	2	\$2,000.00	
	34	M-W	6P-630P	ACTION NWS@6PM<		:30	\$1,000.00	10/01-10/03	3	1	3	\$3,000.00	
	35	M-W	630P-7P	ACTION NWS@630<		:30	\$1,100.00	10/01-10/03	2	1	2	\$2,200.00	

:30

\$2,000.00

10/01-10/03

1

1

1

Printed:

Last Received:

09/27/2012 10:47 AM

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\$2,000.00

Traffic Order# 6858933

---REPORT TOTALS---

36

Rep Order#

EC'd Yes

6858933

Ver# 1

Status New

Report Totals: 59 / \$74,700.00

M-W

---SALES MONTHLY TOTALS---

Sep 12: 21 / \$23,350.00 Oct 12: 38 / \$51,350.00

529P-530P ACTION NEWS BREAK

Buyline Comment: ONLY 2 :30 SEC AVAIL

Sales Totals: 59 / \$74,700.00

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Showing Buylines: All Lines

KTNV-TV LAS VEGAS, NV) WATERFRONT STRATEGIES Station Agency Advertiser (

) .PATRIOT MAJORITY 3050 K ST NW WASHINGTON, DC 20007 PATRIOT MAJORITY

Agency C/P1/P2/E 84/91/1884

Flight Dates 09/27/2012 - 10/03/2012

Hiatus Weeks

Rep Firm

KTNV

18%

Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY

4 of 4

Salesperson Phone# 215-567-6005 Salesperson FAX# 215-567-5938

KTUD

1%

Station Totals: 59 / \$74,700.00

1884

Lines not sent/rcld/rtrn: 0 / \$0.00

Sarah Levene

---COMPETITIVE---

Product

Buyer

Fax#

Phone#

Estimate#

Market Totals \$415,000

KBLR 0 % KLAS 34% KSNV 25% KVCW 1% KVMY 1% KVVU 20%

--- COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

NOV10, MAY11, ENOV11 Books

RA35+ Demos

--- CREDIT RISK ---

CASH IN ADVANCE